



**AN ANALYSIS OF THE GENERIC STRUCTURE  
IN THE JOB VACANCY ADVERTISEMENTS  
IN THE JAKARTA POST ISSUED IN FEBRUARY 2013**

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MURIA KUDUS UNIVERSITY  
2013**



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IN THE JAKARTA POST ISSUED IN FEBRUARY 2013**

**SKRIPSI**

**Presented to the University of Muria Kudus  
In Partial Fulfillment of the Requirements for Completing the Sarjana Program  
in the Department of English Education**

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## MOTTO AND DEDICATION

### MOTTO

- ♥ Where there is a will, there is a way
- ♥ Nothing impossible in our life, everything is possible
- ♥ No day without learning
- ♥ Experience is the best teacher



### DEDICATION


- ♥ Allah SWT the almighty
- ♥ Her beloved parents
- ♥ Her dearest brother and sisters
- ♥ Her beloved friends, "ElevenersPlus"
- ♥ All her friends who she can't mention  
one by one
- ♥ All of her lecturers in Muria Kudus  
University

### ADVISORS' APPROVAL

This is to certify that the *Skripsi* of Phradhitya Indrie Hapsari Suharto (NIM 200932105) has been approved by the *Skripsi* advisor for further approval by the Examining Committee.

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Finally, the writer believes that there is nothing perfect in the world and this skripsi is still far from being perfect. Therefore, suggestions and criticisms are always needed. Hopefully, this skripsi will be useful and give benefit for herself and everyone especially in the field of English teaching learning.

Kudus, 6 September 2013

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## ABSTRACT

Suharto, Phradhitya Indrie Hapsari. 2013. *An Analysis of the Generic Structure in the Job Vacancy Advertisements in The Jakarta Post Issued in February 2013*. Skripsi. English Education Department, Teacher Training and Education Faculty, Muria Kudus University. Advisor: (1) Diah Kurniati, S.Pd, M.Pd., (2) Agung Dwi Nurcahyo, S.S, M.Pd.

Key Words : *Generic Structure, Job Vacancy Advertisements*

English is an international language that used for communication both oral and written. When people speak or write, exactly they also transfer the message. An advertisement is one of media to transfer the message. Generally, the functions of advertisement are to inform and persuade the reader. Beside the advertisement with that purpose, there is an advertisement that having purpose to give announcement about job vacancy. This advertisement will give the reader of the newspapers the detail information about that job, so the reader who need and have qualification on that job could join in that opportunity. To create a good advertisement, the writer must use generic structure. By understanding generic structure of an advertisement, it makes the writer of the advertisements easily write the advertisements and it also makes the readers of the advertisements can easily understand the purpose and message of the advertisement.

In this research, there are two objectives. They are: (i) to find out the generic structures in job vacancy advertisements in the Jakarta Post issued in February 2013. (ii) To find out the dominant part of the generic structures in job vacancy advertisements in the Jakarta Post issued in February 2013.

The design of this research is descriptive qualitative research. The data of this research is the generic structure of job vacancy advertisement text. Meanwhile, the data source is the job vacancy advertisement texts in the Jakarta Post issued in February 2013.

The result of this research, the writer found that (i) the generic structure of job vacancy advertisements are headlines, targeting the market, justifying the product or service, detailing the product or service, establishing credential, offering incentives, using pressure tactics, and soliciting response. In the job vacancy advertisements there is no celebrity or typical endorsement. (ii) The dominant part of the generic structure in job vacancy advertisements are targeting the market and soliciting response.

Relating to the analyzing of the generic structure, the writer suggests that the lecturers of English Education Department should introduce and teach their students about the generic structure of advertisement because it is very important to enrich the student's knowledge in understanding advertisement. The students of English Education Department should give attention to advertisement text and try to master it. For the other researcher, they can use this research as a reference for their research.

## ABSTRAKSI

Suharto, Phradhitya Indrie Hapsari. 2013. *Analisis Struktur Generik di Iklan Lowongan Kerja di Koran The Jakarta Post yang diterbitkan pada bulan Februari 2013*. Skripsi. Pendidikan Bahasa Inggris, Fakultas Keguruan dan Ilmu Pendidikan, Universitas Muria Kudus. Pembimbing: (1) Diah Kurniati, S.Pd, M.Pd., (2) Agung Dwi Nurcahyo, S.S, M.Pd.

Kata Kunci : *Struktur Generik, Iklan Lowongan Kerja*

Bahasa Inggris adalah bahasa internasional yang digunakan untuk berkomunikasi secara lisan ataupun tertulis. Ketika orang-orang berbicara atau menulis, mereka juga mentransfer pesan. Iklan merupakan salah satu media untuk mentransfer pesan. Umumnya, fungsi iklan adalah untuk menginformasikan dan membujuk pembaca. Selain iklan dengan tujuan itu, ada iklan yang memiliki tujuan untuk memberikan pengumuman tentang lowongan kerja. Iklan ini akan memberikan informasi tentang pekerjaan kepada para pembaca surat kabar, sehingga pembaca yang membutuhkan dan memiliki kualifikasi pada pekerjaan dapat bergabung dalam kesempatan itu. Untuk membuat iklan yang baik, penulis harus menggunakan struktur generik. Dengan memahami struktur generik iklan, ini membuat penulis iklan dengan mudah menulis iklan dan juga membuat pembaca iklan dengan mudah memahami tujuan dan pesan iklan.

Dalam penelitian ini, ada dua tujuan penelitian. Yaitu: (i) untuk mengetahui struktur generik dalam iklan lowongan kerja di The Jakarta Post yang diterbitkan pada bulan Februari 2013. (ii) Untuk mengetahui bagian yang dominan dari struktur generik dalam iklan lowongan kerja di The Jakarta Post yang diterbitkan pada bulan Februari 2013.

Bentuk penelitian ini adalah penelitian deskripsi kualitatif. Data di penelitian ini adalah struktur generik iklan lowongan kerja. Sedangkan sumber datanya adalah teks iklan lowongan kerja di The Jakarta Post yang diterbitkan pada bulan Februari 2013.

Hasil penelitian ini, penulis menemukan bahwa (i) struktur generik iklan lowongan kerja adalah judul, sasaran pasar, membenarkan produk atau layanan, rincian produk atau layanan, membangun kepercayaan, penawaran insentif, penggunaan penekanan, dan permohonan jawaban. Di iklan lowongan kerja tidak ada dukung khas atau selebriti. (ii) Bagian yang dominan dari struktur generik dalam iklan lowongan kerja adalah sasaran pasar dan permohonan jawaban.

Berhubungan dengan analisis struktur generik, penulis menyarankan bahwa dosen Pendidikan Bahasa Inggris harus memperkenalkan dan mengajarkan mahasiswanya tentang struktur generik iklan karena ini sangat penting untuk mengembangkan pengetahuan mahasiswa dalam memahami iklan. Para mahasiswa Pendidikan Bahasa Inggris harus memberikan perhatian pada teks iklan dan

mencoba untuk menguasainya. Untuk para peneliti lain, mereka dapat menggunakan penelitian ini sebagai referensi penelitian mereka.



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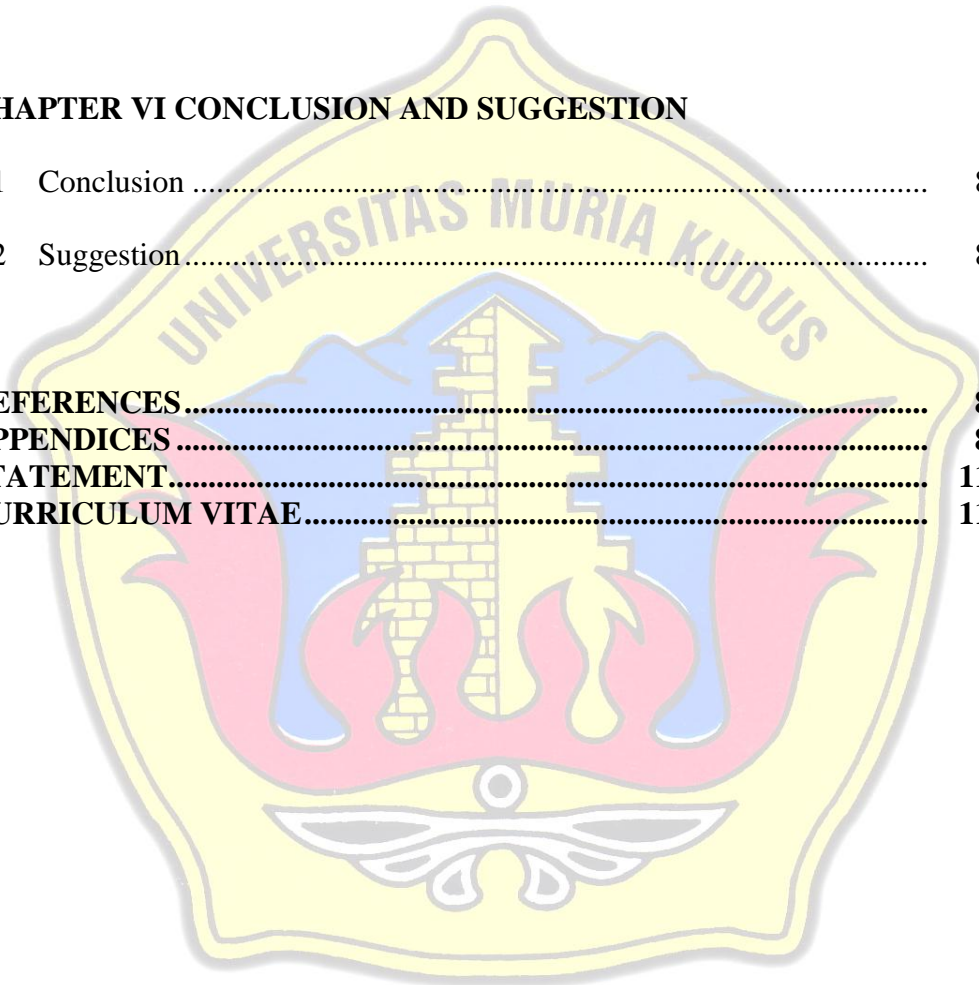
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